

ATTACHMENT 2 – EVALUATION FACTORS

1. TECHNICAL PROPOSAL EVALUATION CRITERIA

The Offeror should note that the guidance in this Section: (1) serves as a standard against which all proposals will be evaluated; and (2) serves to identify the significant matters that the Offeror should address in its proposal

a. Technical Approach (40 points)

Soundness of the technical approach to achieve the results, objectives, and other requirements set forth in the RFTOP within the five-year life of the project (LOP). Clear definition of a problem and a vision of what will be accomplished at the end of the Task Order; detailed analysis of potential obstacles, risks and problems that could be encountered during the project implementation; explanation of how the project will position itself within the Government of Georgia's health sector reform plans; in-depth description of activities and interventions for the duration of the project, including priority of activities, sequence and level of effort; how do proposed activities serve to respond to gender issues; description of how offeror anticipates managing gender issues as an integral part of its activities.

Data should be disaggregated by gender, where appropriate, such as in reporting on progress, target population and magnitude of impact, anticipated outcomes, outputs, indicators, and a system of monitoring and evaluating results. Benchmarks and indicators should be consistent with the "F" framework. Resources and steps are required to meet objectives in an identifiable time frame, sequence and level of efforts, benchmark measures of progress toward the objectives.

It should be clearly explained how the project will build upon the previous USAID funded Healthy Women in Georgia reproductive health activity, discussing appropriate locations and settings, style of implementation, roles of offeror and its partners, description of the project's long-term impact and exit strategy, innovative approaches and strategies in program design and technical interventions, description of how the project will be institutionalized and sustained and how the offeror will achieve cost-savings and efficiency

b. Key Personnel (30 points)

Chief of Party Must Demonstrate: Appropriateness of his/her academic background (Masters or PhD degree in relevant field is required) and at least 10 years of experience (E&E specific experience desirable) in working in reproductive health related projects, including family planning, maternal and child care and contraceptive social marketing; proven leadership and management skills experience to effectively and efficiently implement the project described in this RFTOP; proven ability to work effectively, responsively, and collaboratively with funding organizations, donors, and public and private cooperating country organizations and institutions; project management and grants management experience; successful experience in managing or developing public-private partnerships for health; understanding of the gender, ethnic and other social, economic, institutional, and political factors that may affect implementation of the project or achievement of the project's results and objectives; familiarity with the institutional setting in Georgia in which this project will be implemented and with USAID performance management, grants management, and contract reporting requirements is highly desirable.

The Chief of Party must be fluent in English and must possess excellent oral and written communication skills. Knowledge of Georgian is desirable, but not required.

Senior Technical Experts Must Demonstrate: Technical expertise, in their respective sectors, in providing training and technical assistance, similar to that described in the RFTOP; project management and grants management experience; successful experience in managing or developing public-private partnerships for strengthening reproductive health in the areas of FP, MCH, Social Marketing and medical education is highly desirable; familiarity with the institutional setting in Georgia in which this project will be implemented; understanding of the ongoing reform process, and understanding of the gender, ethnic and other social, economic, and political factors that may affect implementation of the project or achievement of the project's results and objectives. The Technical Experts must be fluent in Georgian; excellent English language oral and written skills are highly desirable.

c. Institutional Capacity and Management Plan (20 points)

Institutional Capacity: Offerors must demonstrate a capability to staff, organize, manage, and implement the full range of activities required to achieve the project's goals and objectives; documented international reputation and relevant knowledge, ability and experience of an offeror and its partners in designing and implementing programs in broad areas of reproductive health services, including family planning, maternal and child care, contraceptive social marketing, informational campaigning, and medical education; proven experience and track record, established capability to plan, implement and support, monitor and evaluate integrated, complex programs and the range of activities outlined in the proposal; merit of the proposed organization of the offeror's local and central support offices and the extent to which the proposed organizational structure is managerially streamlined, practical and efficient; offeror's strategy to ensure an expedient, smooth and effective launch of activity implementation; provide sufficient information to demonstrate they possess sound management in addressing promptly and appropriately management, programmatic, or financial problems during project implementation; demonstrate a proven track record of responsiveness to client needs and flexibility to adjust implementation or management of the project to reflect changing priorities of the client; demonstrate ability to manage sub-contracts or sub agreements; prior experience of planning and implementing international donor funded programs; prior experience of working in the countries of E&E region is desirable.

Management Plan: Soundness of the management plan to effectively staff, organize, and manage the scope and range of activities described in this RFTOP; demonstrated ability to manage sub-contractors and small-grant programs; quality of proposed long-term, short-term staff and/or consultants and home office staff to provide appropriate management, training, technical assistance and other support and oversight necessary for successfully implementation of this project; appropriateness of the relationship between home office and in-country staff to permit agile, timely, and responsive implementation; soundness and appropriateness of mobilization plan to implement activities on the ground in a manner responsive to the requirements in this RFTOP.

d. Past Performance (10 points)

Offerors must provide sufficient information to permit the Government to assess the Offeror's and key subcontractor's past performance of no more than five recent projects similar to that described in this RFTOP. Past performance will be assessed in terms of: Quality of product or services, cost control, timeliness of performance, customer satisfaction, business relations, and subcontracts management, evidence of recent successful completion of similar or relevant program(s) by the offeror.

2. COST PROPOSAL EVALUATION CRITERIA

Evaluation points are not awarded for cost. Cost will be of significantly less importance than technical merit. Where technical proposals are considered essentially equal, however, cost may be the determining factor.

The review of the cost proposal will consist of a review of the cost portion of the Offeror's proposal to determine if the overall costs proposed are realistic for the work to be performed, if the costs reflect the Offeror's understanding of the requirements, and if the costs are consistent with the technical proposal and the TASC 3 IQC.

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